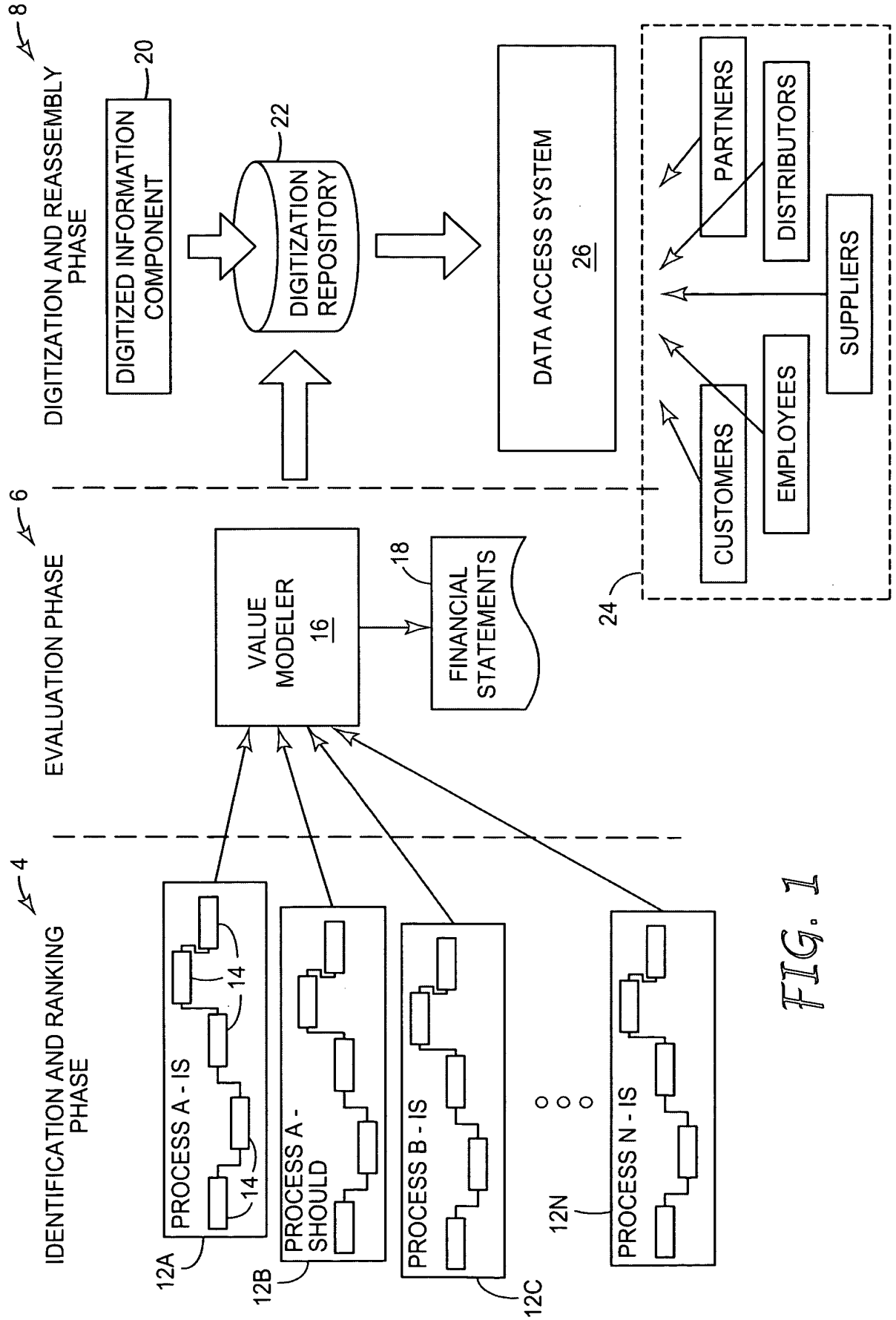
8
DIGITIZATION AND REASSEMBLY PHASE
20
DIGITIZED INFORMATION COMPONENT
22
DIGITIZATION REPOSITORY
DATA ACCESS SYSTEM
26
PARTNERS
DISTRIBUTORS
SUPPLIERS
CUSTOMERS
EMPLOYEES
24
6
EVALUATION PHASE
VALUE MODELER
16
18
FINANCIAL STATEMENTS
4
IDENTIFICATION AND RANKING PHASE
PROCESS A - IS
14
14
12A
PROCESS A - SHOULD
12B
PROCESS B - IS
12C
12N
PROCESS N - IS

FIG. 1

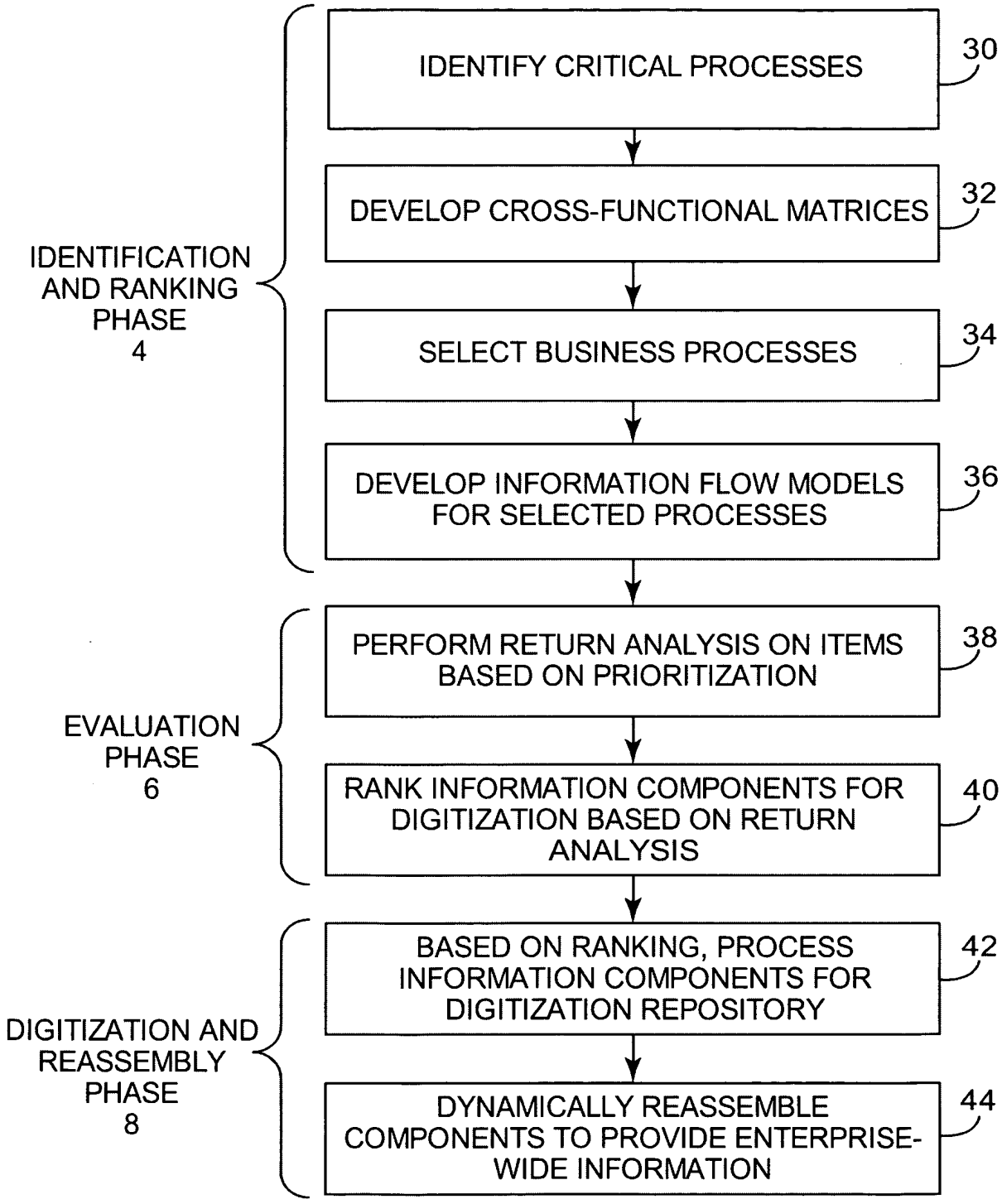
IDENTIFICATION AND RANKING PHASE 4
EVALUATION PHASE 6
DIGITIZATION AND REASSEMBLY PHASE 8
IDENTIFY CRITICAL PROCESSES
30
DEVELOP CROSS-FUNCTIONAL MATRICES
32
SELECT BUSINESS PROCESSES
34
DEVELOP INFORMATION FLOW MODELS FOR SELECTED PROCESSES
36
PERFORM RETURN ANALYSIS ON ITEMS BASED ON PRIORITIZATION
38
RANK INFORMATION COMPONENTS FOR DIGITIZATION BASED ON RETURN ANALYSIS
40
BASED ON RANKING, PROCESS INFORMATION COMPONENTS FOR DIGITIZATION REPOSITORY
42
DYNAMICALLY REASSEMBLE COMPONENTS TO PROVIDE ENTERPRISE-WIDE INFORMATION
44

FIG. 2

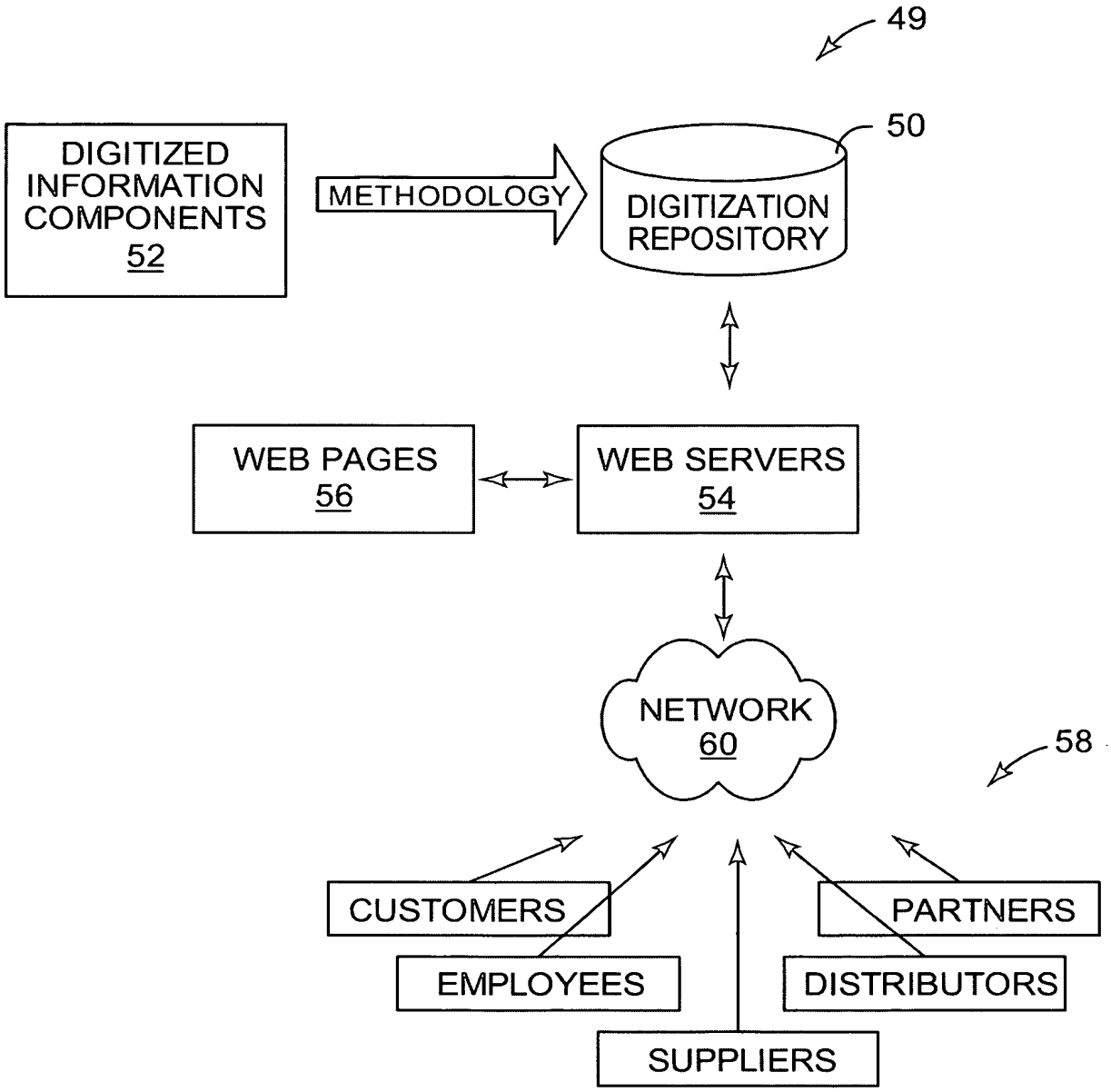
49
DIGITIZED INFORMATION COMPONENTS 52
METHODOLOGY
50
DIGITIZATION REPOSITORY
WEB PAGES 56
WEB SERVERS 54
NETWORK 60
58
CUSTOMERS
PARTNERS
EMPLOYEES
DISTRIBUTORS
SUPPLIERS

FIG. 3

R & D	
L 1	Idea Generation Process
L 2	Scientific Discovery Process
L 3	Scientific Literature Research Process
L 4	Records of Invention and Patents Process
L 5	Failure Mode Error Analysis (FMEA) Process
L 6	Product Design Process
L 7	Product Reliability Testing Process
L 8	Competitive Testing Process
L 9	Comparison Testing Process
L 10	Performance Measurement Process
L 11	Product Commercialization Process
L 12	Access Corp Technology Process

Tech Service	
TS 1	Accelerated Applications Development Process
TS 2	Training Process
TS 3	Direct Support to Sales, Marketing and Customers Process
TS 4	Phone Support Process
TS 5	Support to Quality Improvement & Cycle Reduction Process
TS 6	New Product Acceptance Process

Sales	
S 1	Personal Development Process
S 2	Prospecting Process
S 3	Selling Process
S 4	Account Management Process
S 5	Administrative Process

Marketing	
M 1	Market Segmentation (market share, market size, market potential, etc.) Process
M 2	Customer Data and Profiling Process
M 3	Marketing Campaigns (includes advertising, channel development, public relations, trade shows) Process
M 4	New Product Development Process
M 5	POS (Point-of-Sale Marketing) Process
M 6	New Product Launches Process
M 7	Sample and Literature Fulfillment Process

FIG. 4

Cross-Functional Matrix
(Most Used by Processes)

72 ↘ 82 ↘ 70 ↙

	Information Component	# Uses Per Yr	Marketing	Sales	Tech Service	Lab	Total
74	Features/Advantages/Benefits (FABs)	4421	6	1	7	9	23
76	Complaint Information	4107	7	2	6	8	23
78	Competitive Bulletins	4107	4	5	5	8	20
80	Competitive Information	4107	4	5	5	6	20
	Customer Requirements	3855	7	1	5	11	24
	Questions and Answers (FAQ questions)	3756	6	2	5	0	13
	Warranties	3660	5	3	4	0	12
	Datasheets	3591	3	2	4	11	20
	Pricing - All Levels - All Channels	3531	7	2	3	4	16
	Application/Use Presentation	3504	6	2	5	0	13
	Contact Information (name, location, role)	3453	7	1	3	9	20
	Pricing - Unit Cost	3447	4	2	3	4	13
	Product Selection Guide	3399	4	0	5	3	12
	Product Image (web use)	3396	4	2	4	9	10
	Catalogs	3372	6	0	4	9	10
	Customer Information (company, industry)	3369	7	0	3	6	16
	Brochures	3360	4	1	4	9	9
	Product Image (print)	3336	4	2	3	9	9
	Product Manuals	3318	4	0	4	1	9
	Training Manuals	3318	4	0	4	1	9

FIG. 5

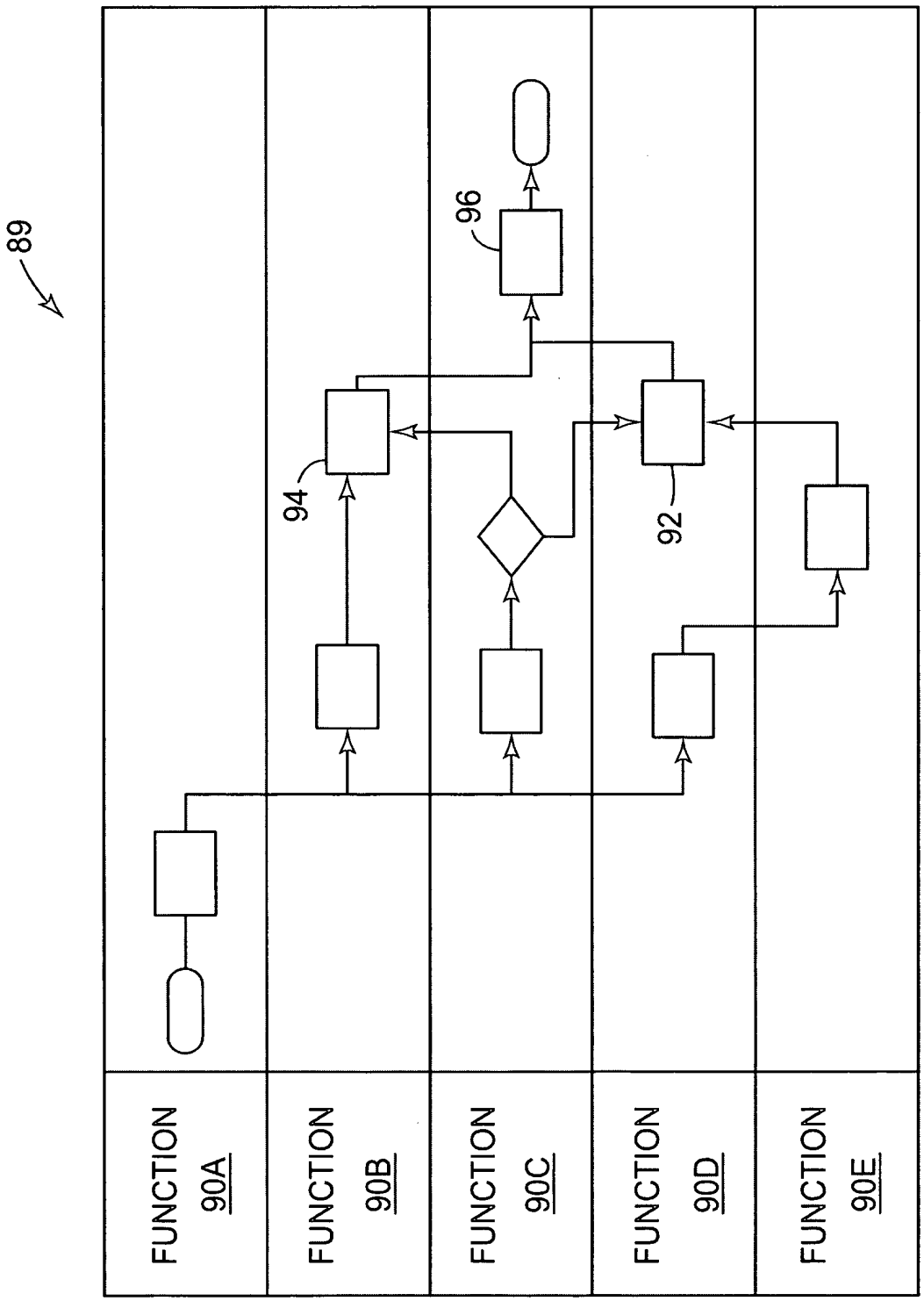
89
96
94
92
FUNCTION 90A
FUNCTION 90B
FUNCTION 90C
FUNCTION 90D
FUNCTION 90E

FIG. 6

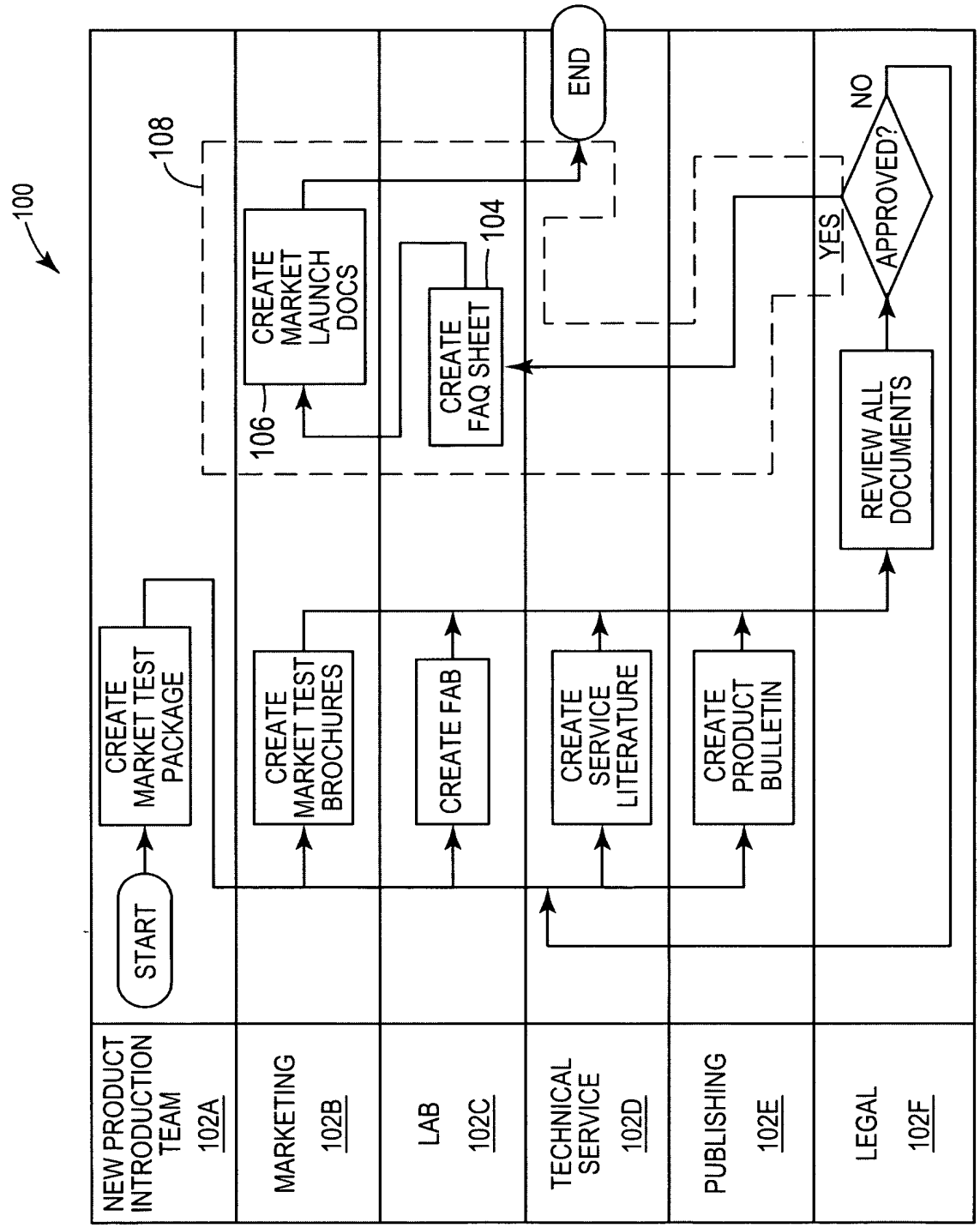
100
108
106
104
START
CREATE MARKET TEST PACKAGE
CREATE MARKET TEST BROCHURES
CREATE FAB
CREATE SERVICE LITERATURE
CREATE PRODUCT BULLETIN
CREATE MARKET LAUNCH DOCS
CREATE FAQ SHEET
REVIEW ALL DOCUMENTS
APPROVED?
YES
NO
END
NEW PRODUCT INTRODUCTION TEAM 102A
MARKETING 102B
LAB 102C
TECHNICAL SERVICE 102D
PUBLISHING 102E
LEGAL 102F

FIG. 7

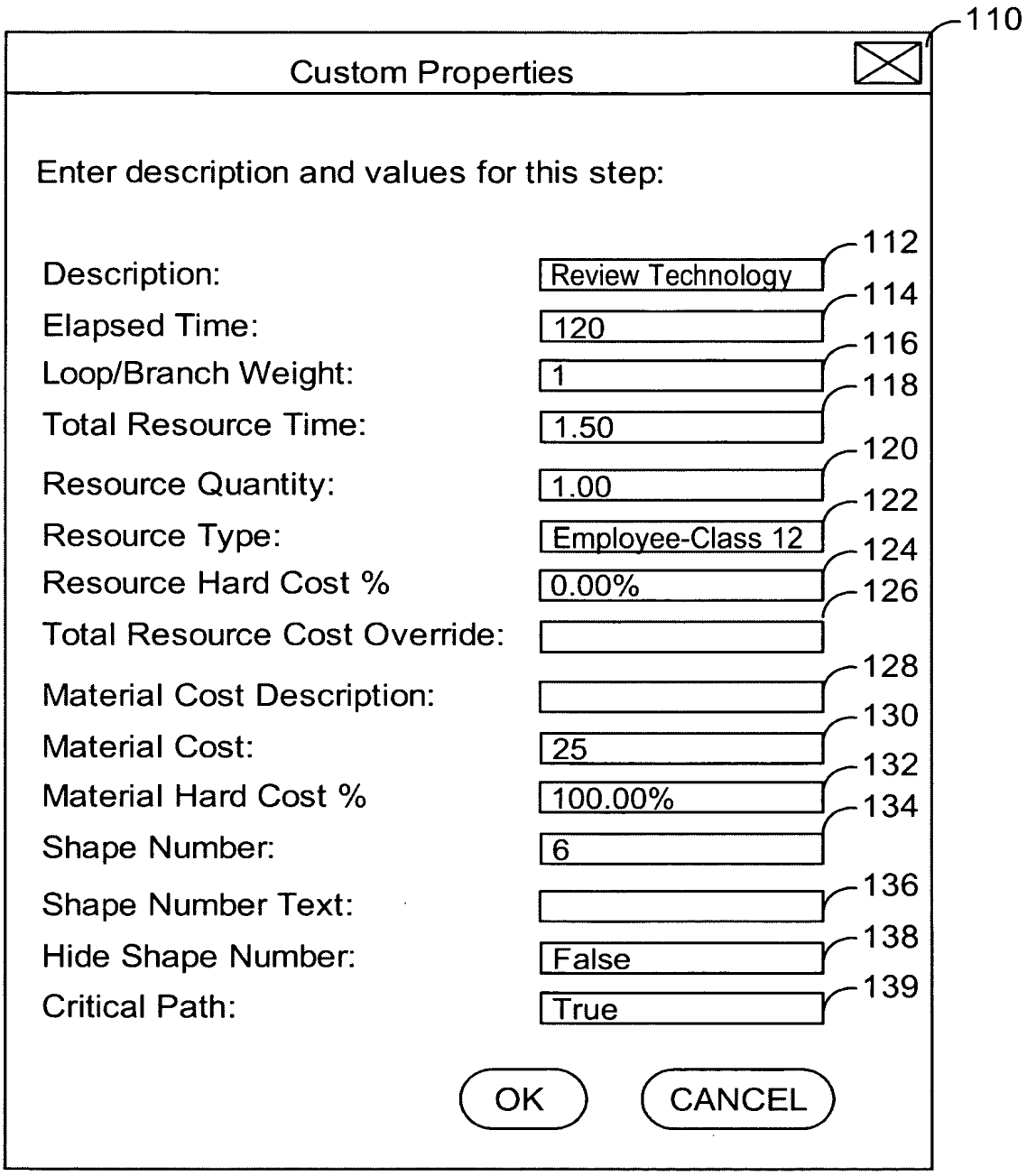
110
Custom Properties
Enter description and values for this step:
Description:
Review Technology
112
Elapsed Time:
120
114
Loop/Branch Weight:
1
116
Total Resource Time:
1.50
118
Resource Quantity:
1.00
120
Resource Type:
Employee-Class 12
122
Resource Hard Cost %
0.00%
124
Total Resource Cost Override:
126
Material Cost Description:
128
Material Cost:
25
130
Material Hard Cost %
100.00%
132
Shape Number:
6
134
Shape Number Text:
136
Hide Shape Number:
False
138
Critical Path:
True
139
OK
CANCEL

FIG. 8

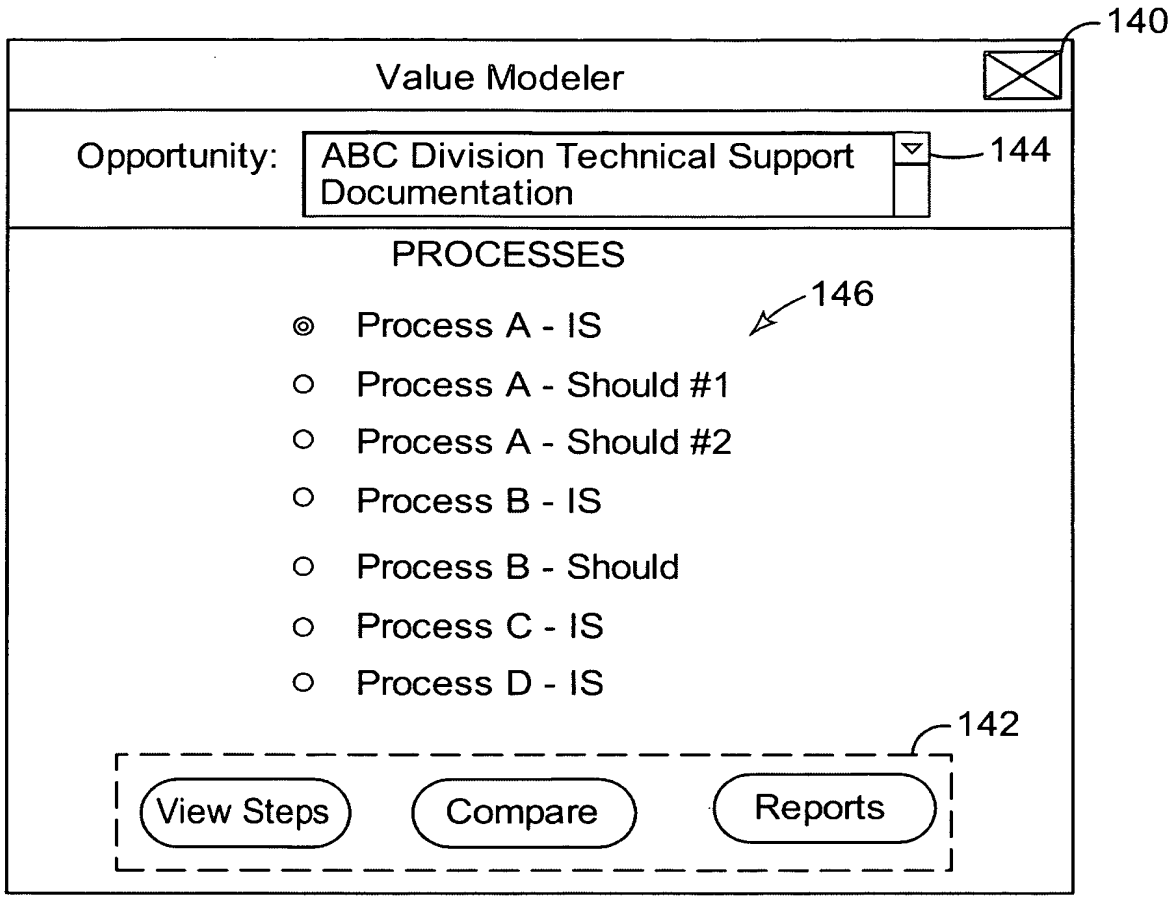
140
Value Modeler
Opportunity:
ABC Division Technical Support Documentation
144
PROCESSES
146
Process A - IS
Process A - Should #1
Process A - Should #2
Process B - IS
Process B - Should
Process C - IS
Process D - IS
142
View Steps
Compare
Reports

FIG. 9

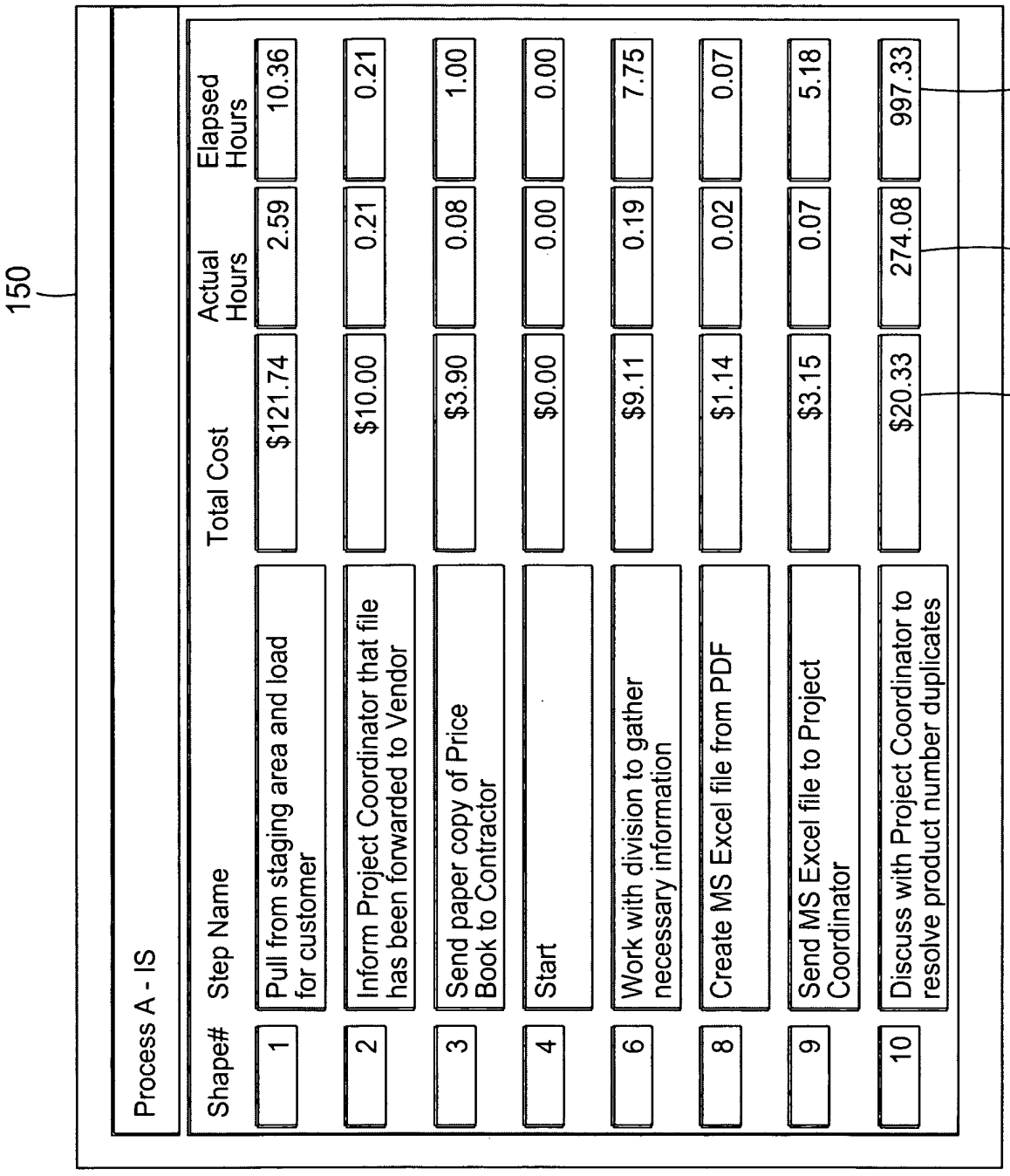
150
Process A - IS
Shape#
Step Name
Total Cost
Actual Hours
Elapsed Hours
1
Pull from staging area and load for customer
$121.74
2.59
10.36
2
Inform Project Coordinator that file has been forwarded to Vendor
$10.00
0.21
0.21
3
Send paper copy of Price Book to Contractor
$3.90
0.08
1.00
4
Start
$0.00
0.00
0.00
6
Work with division to gather necessary information
$9.11
0.19
7.75
8
Create MS Excel file from PDF
$1.14
0.02
0.07
9
Send MS Excel file to Project Coordinator
$3.15
0.07
5.18
10
Discuss with Project Coordinator to resolve product number duplicates
$20.33
274.08
997.33
156
158
160

FIG. 10

Value Modeler

160

Total Cost By Function Report

162

Support Units Title: Digitization for ABC Division

164 — Support Units Description: Identify and evaluate opportunities for digitization within ABC Division

166 — Process Name: Process A - IS

168 — Process Description: Current process for developing technical documentation for the ABC Division

Forcaster: Date Entered:
Valid Start Date: Valid End Date:

Function Name:	Hard Dollars:	Soft Dollars:	Total Dollars:
Data Analyst 1 (DA)	$0.00	$1,729.80	$1,729.80
Lead Data Analyst (LDA)	$0.00	$780.20	$780.20
Project coordinator (PC)	$0.00	$478.02	$478.02
Data Analyst 2 (DA)	$0.00	$238.00	$238.00
Client	$0.00	$180.56	$180.56
Customer	$0.00	$50.90	$50.90
Programmer	$0.00	$11.75	$11.75
Selling Organization	$0.00	$3.71	$3.71
Function Totals	$0.00	$3,482.98	$3,482.98

170

FIG. 11

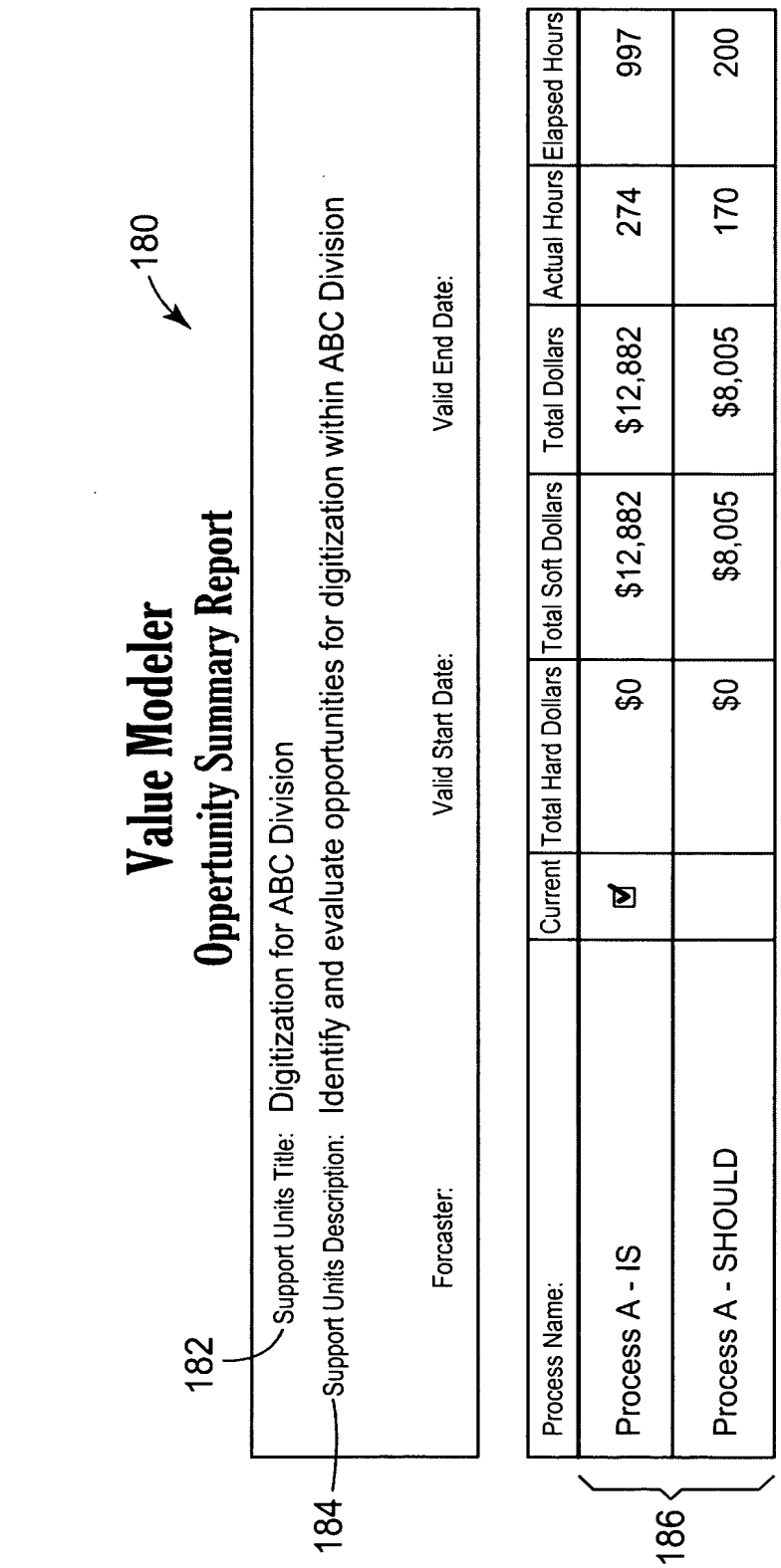
180
Value Modeler
Opportunity Summary Report
182
Support Units Title: Digitization for ABC Division
Support Units Description: Identify and evaluate opportunities for digitization within ABC Division
184
Forcaster:
Valid Start Date:
Valid End Date:
186
Process Name:
Current
Total Hard Dollars
Total Soft Dollars
Total Dollars
Actual Hours
Elapsed Hours
Process A - IS
$0
$12,882
$12,882
274
997
Process A - SHOULD
$0
$8,005
$8,005
170
200

FIG. 12